

Rep Order#	6832443	Ver#	9	Mod#	4	Status	Confirmed	Traffic Order#	104398	Printed:	10/02/2012 7:54 PM	3 of 11
EC'd	Yes									Last Received:	10/02/2012 10:08 AM	

Showing Buylines: All Lines

Printed: 10/02/2012 7:54 PM
10/02/2012 10:08 AM
Lines

3 of 11

Station	KSNV-TV LAS VEGAS, NV	Agency	() JAMESTOWN ASSOC 5 MAPLETON ROAD, S#300 PRINCETON, NJ 08540	Rep Firm	() PHILADELPHIA
Advertiser	() REP. JEWISH COALITI			Sales Office	() AMY MCCREARY
Product	REP JEWISH COALITION			Salesperson	
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-568-6540
Buyer	LAURA LANCASTER	Flight Dates	09/17/2012 - 10/21/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	59	M,TH-F	9A-10A	Buyline Comment: TODAY IT [MKGD FOR SPOTS MISSED ON LN #8: 9/24(5/WK)]	:30	\$350.00	09/24-09/28	5	1	5	\$1,750.00	
	9	M-F	11A-12P	Buyline Comment: RR [MADE-GOOD BY LINE(S) 46 60]	:30	\$325.00	09/17-09/28 10/01-10/05 10/08-10/19	0 3 1	2 1 2	0 3 2	\$1,625.00	
	46	W-F	11A-12P	Buyline Comment: RR [MKGD FOR SPOTS MISSED ON LN #9: 9/17(5/WK)]	:30	\$325.00	09/19-09/21	5	1	5	\$1,625.00	
	60	M,TH-F	11A-12P	Buyline Comment: RR [MKGD FOR SPOTS MISSED ON LN #9: 9/25(5/WK)]	:30	\$325.00	09/24-09/28	5	1	5	\$1,625.00	
	10	M-F	12P-1230P		:30	\$425.00	09/17-09/28 10/01-10/05 10/08-10/12 10/15-10/19	0 2 0 1	2 1 0 1	0 2 0 1	\$1,275.00	
	47	W-F	12P-1230P	Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 47 61]	:30	\$425.00	09/19-09/21	5	1	5	\$2,125.00	
	61	M,TH-F	12P-1230P	Buyline Comment: NEWS [MKGD FOR SPOTS MISSED ON LN #10: 9/24(5/WK)]	:30	\$425.00	09/24-09/28	5	1	5	\$2,125.00	

Lines

Last Received:

10/02/2012 10:08 AM

4 of 11

Showing Buylines: All Lines

Last Received:

10/02/2012 10:08 AM

4 of 11

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

1
1
1
1
1

6 of 11

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Day, Robert

7 of 11

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-----	------	-------	------------	------------	-------------	------------	---------

54	W-F	630P-730P	:30	\$1,000.00	09/19-09/21	5	1	5	\$5,000.00
----	-----	-----------	-----	------------	-------------	---	---	---	------------

Time	Amount	Date	Count	Total
1:30	\$1,000.00	09/19-09/21	5	\$5,000.00

Buyline Comment: WH/JEP
[MKGD FOR SPOTS MISSED ON LN #21: 9/24(5/WK)]

Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 55 69]

Buyline Comment: NEWS
[MKGD FOR SPOTS MISSED ON LN#22: 9/17(4/WK)]

23	M-F	11P-1135P	:30	\$1,200.00	10/01-10/05	2	1	2	\$2,400.00
----	-----	-----------	-----	------------	-------------	---	---	---	------------

Buyline Comment: NEWS

Buyline Comment: SAT TODAY
[MADE-GOOD BY LINE(S) 71]

Rep Order# 6832443 Ver# 9 Mod# 4 Status Confirmed
EC'd Yes

Traffic Order# 104398
Last Received: 10/02/2012 10:08 AM
Showing Buylines: All Lines

Printed: 10/02/2012 7:54 PM

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP JEWISH COALITI
Product REP JEWISH COALITION
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency C/P1/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT Ln Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost DayPart

71 SA 5A-6A :30 \$625.00 09/29-09/29 2 1 2 \$1,250.00

Buyline Comment: SAT TODAY
[MKGD FOR SPOTS MISSED ON LN #25: 9/29(2/WK)]

26 SA 9A-930A :30 \$500.00 09/22-09/22 1 1 1 \$1,000.00
09/29-09/29 0 1 1 0
10/06-10/06 1 1 1 1
10/13-10/20 0 2 2 0

Buyline Comment: NEWS
\$3,300.00

27 SA 11P-1135P :30 \$1,100.00 09/22-09/29 1 2 2 \$4,400.00
10/06-10/06 0 1 1 0
10/13-10/13 1 1 1 1
10/20-10/20 0 1 1 0

Buyline Comment: NEWS
\$4,400.00

28 SU 11P-1135P :30 \$1,100.00 09/23-09/30 1 2 2 \$4,400.00
10/07-10/07 0 1 1 0
10/14-10/21 1 2 2 2

Buyline Comment: NEWS
\$4,400.00

29 SU 9A-930A :30 \$500.00 09/23-09/23 1 1 1 \$1,000.00
09/30-09/30 0 1 1 0
10/07-10/07 1 1 1 1
10/14-10/21 0 2 2 0

Buyline Comment: NEWS
\$1,300.00

30 SU 6A-7A :30 \$325.00 09/23-09/30 2 2 4 \$1,300.00

Buyline Comment: NEWS
\$0.00

31 SU 6A-7A :30 \$350.00 10/07-10/21 0 0 0 \$0.00

Buyline Comment: NEWS
\$0.00

32 SU 7A-8A :30 \$750.00 10/07-10/21 0 0 0 \$0.00

Buyline Comment: SUN TODAY
\$0.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () REP. JEWISH COALITI
 Product REP JEWISH COALITION
 Estimate#
 Buyer LAURALANCASTER
 Phone#
 Fax#
 Agency () JAMESTOWN ASSOC
 5 MAPLETON ROAD, S#300
 PRINCETON, NJ 08540
 Agency C/P1/P2/E
 Flight Dates 09/17/2012 - 10/21/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

33 SU 7A-8A
 Buyline Comment: SUN TODAY
 :30 \$625.00 09/23-09/30 2 2 4 \$2,500.00

34 SU 930A-10A
 Buyline Comment: CM
 [MADE-GOOD BY LINE(S) 70]
 :30 \$500.00 09/23-09/23 1 1 1 \$500.00
 09/30-09/30 0 1 0

70 SU 9A-930A
 Buyline Comment: NEWS
 [MKGD FOR SPOTS MISSED ON LN #34: 9/30(1/WK)]
 :30 \$500.00 09/30-09/30 0 0 0 \$0.00

35 SU 930A-10A
 Buyline Comment: CM
 :30 \$600.00 10/07-10/14 0 2 0 \$600.00
 10/21-10/21 1 1 1

36 SU 830P-930P
 Buyline Comment: NEWS AFT SNF
 :30 \$1,800.00 10/07-10/14 0 2 0 \$1,800.00
 10/21-10/21 1 1 1

37 SU 830P-930P
 Buyline Comment: NEWS AFT SNF
 :30 \$1,600.00 09/23-09/30 1 2 2 \$3,200.00

38 SA 5P-630P
 Buyline Comment: NEWS
 [MADE-GOOD BY LINE(S) 72]
 :30 \$650.00 09/22-09/22 0 1 0 \$650.00
 09/23-09/23 1 1 1

72 SA 8P-9P
 Buyline Comment: NEWS
 [MKGD FOR SPOTS MISSED ON LN #38: 9/22(1/WK)]
 :30 \$650.00 09/22-09/22 1 1 1 \$650.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () REP. JEWISH COALITI
 Product REP JEWISH COALITION
 Estimate#
 Buyer LAURA LANCASTER
 Phone#
 Fax#
 Agency () JAMESTOWN ASSOC
 5 MAPLETON ROAD, S#300
 PRINCETON, NJ 08540
 Agency C/P1/P2/E 09/17/2012 - 10/21/2012
 Flight Dates
 Hiatus Weeks
 Rep Firm () PHILADELPHIA
 Sales Office () AMY MCCREARY
 Salesperson ()
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	39	SA	5P-630P	NEWS	:30	\$675.00	10/06-10/20	0	0	0	\$0.00	
			Buyline Comment: NEWS									
			[MADE-GOOD BY LINE(S) 75]									
	75	SA	8P-930P	NEWS	:30	\$675.00	10/06-10/06	1	1	1	\$675.00	
			Buyline Comment: NEWS									
			[MKGD FOR SPOTS MISSED ON LN #39: 10/06(1/WK)]									
	40	SA	630P-730P		:30	\$525.00	10/06-10/20	0	0	0	\$0.00	
			Buyline Comment: WH/JEP									
			[MADE-GOOD BY LINE(S) 76]									
	76	SA	9P-10P		:30	\$525.00	10/06-10/06	1	1	1	\$525.00	
			Buyline Comment: WH/JEP									
			[MKGD FOR SPOTS MISSED ON LN #40: 10/06(1/WK)]									
	41	SA	630P-730P		:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
			Buyline Comment: WH/JEP									
			[MADE-GOOD BY LINE(S) 73]									
	73	SA	9P-10P		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
			Buyline Comment: WH/JEP									
			[MKGD FOR SPOTS MISSED ON LN #41: 9/22(1/WK)]									
	74	M-SU	11P-1135P		:30	\$1,100.00	09/17-09/30	1	2	2	\$2,200.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---
 Report Totals: 252 / \$163,775.00

---SALES MONTHLY TOTALS---

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () REP. JEWISH COALITI
 Product REP JEWISH COALITION
 Estimate#
 Buyer LAURA LANCASTER
 Phone#
 Fax#
 Sep 12: 187 / \$117,650.00 Oct 12: 65 / \$46,125.00
 Sales Totals: 252 / \$163,775.00
 Station Totals: 252 / \$163,775.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

Agency () JAMESTOWN ASSOC
 5 MAPLETON ROAD, S#300
 PRINCETON, NJ 08540
 Agency C/P1/P2/E 09/17/2012 - 10/21/2012
 Flight Dates
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals \$629,904
 CATV 0% KBIR 0% KING 0% KLAS 29% KSNV 26%
 KTNV 20% KTUD 1% KVCW 2% KVMY 6% KVVU 16%
 XXXX 0%

NEW ORDER
 EST SHARES
 Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE